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### AMENDMENTS TO THE CLAIMS

1. (CURRENTLY AMENDED) A display apparatus for sequentially displacing sheets to a display position, comprising:

at least one sheet folded over at an edge portion thereof to form an ~~open~~ pleat, a free longitudinal edge of the pleat being unconnected to the sheet to define an open pleat;

a drive for displacing sheets to a display position;

an actuator for actuating the drive; and

at least one connector for connecting one of the sheets to the drive such that the sheet is displaceable to the display position, the connector having a longitudinal member connected to the drive such that the pleat is received against an edge of the longitudinal member with the sheet lying on opposed surfaces of the longitudinal member, and an abutment portion securable against the longitudinal member on the sheet for ~~maintaining~~ pressing the sheet and the pleat against both the opposed surfaces of the longitudinal member.

2. (ORIGINAL) The display apparatus according to claim 1, further comprising one other connector at an opposite edge portion of the sheet for connecting the opposite edge portion of the sheet to the drive.

3. (ORIGINAL) The display apparatus according to claim 1, further comprising a resilient spacer between the abutment portion and the longitudinal member for retaining the edge portion of the sheet between the abutment portion and the resilient spacer.

4. (ORIGINAL) The display apparatus according to claim 1, wherein the drive displaces the sheets in a continuous sequence.

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5. (ORIGINAL) The display apparatus according to claim 1, wherein the actuator has a sensor/controller for detecting the sheets reaching the display position and for maintaining the sheets in the display position for predetermined amounts of time.

6. (ORIGINAL) The display apparatus according to claim 1, wherein the sheet is a support sheet adapted to support an advertisement sheet.

7. (WITHDRAWN) A display apparatus for sequentially displacing sheets to a display position, comprising:

a drive for displacing sheets in a circuit to a display position;

an actuator for actuating the drive; and

at least one connector device for connecting opposed ends of a sheet along the drive, the connector device having:

(i) a first connector securing a first edge portion of a sheet to the drive; and

(ii) a second connector device having a longitudinal member secured to a second edge portion of the sheet and connected to the drive so as to be restrictively displaceable along the drive;

an abutment portion securable against the longitudinal member for retaining the edge portion of the sheet therebetween;

and a tensioner connecting the longitudinal member to the drive to maintain the sheet in a taut condition with a predetermined tension.

8. (WITHDRAWN) The display apparatus according to claim 7, wherein the first connector has a respective longitudinal member connected to the drive for supporting the first edge portion of the sheet, and a respective abutment portion

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securable against the respective longitudinal member for retaining the edge portion of the sheet therebetween.

9. (WITHDRAWN) The display apparatus according to claim 7, further comprising a resilient spacer between the abutment portion and the longitudinal member for retaining the second edge portion of the sheet between the abutment portion and the resilient spacer.

10. (WITHDRAWN) The display apparatus according to claim 7, wherein the edge portion of the sheet has a pleat received against an edge of the longitudinal member such that the sheet lies on opposed surfaces of the longitudinal member, with the abutment portion abutting both the opposed surfaces.

11. (WITHDRAWN) The display apparatus according to claim 7, wherein the drive displaces the sheets in a continuous sequence.

12. (WITHDRAWN) The display apparatus according to claim 7, wherein the actuator has a sensor/controller for detecting the sheets sequentially reaching the display position and for maintaining the sheets in the display position for predetermined amounts of time.

13. (WITHDRAWN) The display apparatus according to claim 7, wherein the sheet is a support sheet adapted to support an advertisement sheet.

14. (WITHDRAWN) The display apparatus according to claim 7, wherein the second connector is pivotally mounted to the drive.

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15. (WITHDRAWN) The display apparatus according to claim 7, wherein the drive has a pair of belts spaced parallel from one another and each supported by a pair of pulleys.

16. (CURRENTLY AMENDED) A connector for connecting a sheet to a drive of a display apparatus for sequentially displacing sheets to a display position, comprising:

    a longitudinal member for supporting an edge portion of the sheet;

    connector ends at opposed longitudinal ends of the longitudinal member for connecting the longitudinal member to the drive;

    an abutment portion securable against the longitudinal member for retaining the edge portion of the sheet therebetween; and

    a resilient spacer between the abutment portion and the longitudinal member for retaining the edge portion of the sheet between the abutment portion and the resilient spacer.

17. (CANCELED)

18. (ORIGINAL) The connector according to claim 16, wherein the edge portion of the sheet has a pleat received against an edge of the longitudinal member such that the sheet lies on opposed surfaces of the longitudinal member, with the abutment portion abutting both the opposed surfaces.